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### **“To Understand the Juice Market Competition Analysis of Mangaluru City”**

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#### **ABSTRACT**

The purpose of this project is “To Understand the Juice Market Competition Analysis of Mangaluru City” the reason behind choosing this topic is because in Mangaluru city local brands are dominating the existing market to know the retailers taste and preferences in terms of buying juice products.

Researcher have adopted descriptive research methodology and probability sampling technique with simple random sampling method primary data collected from structured questionnaire with 100 retailers in Mangaluru city areas bunts hostel route, k s rao route, kuloor route, baikampady route.

It is observed that local brands giving a cut throat competition to coca cola juice products where in second objective retailers prefer taste of the juice products and when it comes to brand positioning retailers prefer low price juice products over promotion, product ,place.

Coca cola should continue their commitment towards fulfilling the retailer’s orders. Coca cola is more popular among public, to continue this pioneer keep up the existing services. It is observed in the research that Majority of the retailers prefer taste while buying juice products and hence coca cola should focus more on taste. Low price as a new Pricing strategy affects the most in the sale of the juice products. In Mangaluru city most of the consumers prefer local brands because of the price aspects locals brands offers low price compare to coca cola juice products.

The analysis of data revealed that most of the outlets/ retailers are satisfied with company’s product quality and services retailers of HCCBPL want more offers, better service of coolers and timely delivery of products is a must to increase sales. Thus it is felt that a reward system can be introduced to satisfy and motivate the retailers. Local brands are dominating the existing juice market in Mangaluru city. Considering the fact for coca cola to dominate existing juice market. They must reconsider the way they conduct business by redefining marketing strategies by thinking Localising the product Taste and Features.

**KEY WORDS:** Effective Management, Optimal Maintenance, Analysing Performance

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## **INTRODUCTION**

The first marketed soft drinks appeared in the 17<sup>th</sup> century as a mixture of water and lemon juice sweetened with honey. In 1676 the Compagnie de Lemonades was formed in Paris and granted a monopoly for the sale of its products. Vendors carried tanks on their backs from which they distribute cups of lemonade.

Carbonated beverages and waters were developed from European gisting in the 17<sup>th</sup> century to become the popular and naturally effervescent waters of famous springs, with primary interest in their reputed therapeutic values. The effervescent feature of the waters was recognized early as most important.

A beverage includes both alcoholic and non-alcoholic drinks, those are milk, water, tea, juice, and coffees are sort of non-alcoholic drinks rum, scotch, whiskey, wine are kind of alcoholic drinks.

## **INDUSTRY PROFILE**

Beverages form an important part of the lives of people. It is an industry, in which the players constantly innovate, in order to come up with better products to gain more consumers and satisfy the existing consumers.

The beverage industry is massive and there various ways of segmenting it, so as to cater the right product to the right person. The different ways of segmenting it are as follows:

- Alcoholic, non-alcoholic and sports beverages.
- Natural and synthetic beverages.
- In home consumption and out of home on premises consumption.

## **COMPANY PROFILE**

Coca Cola India private limited is the Indian subsidiary of Atlanta based the coca cola company that sells concentrates for a wide range of juice, juice drinks, and aerated beverages. Headquarter in Gurgaon India the company's portfolio currently includes maaza and minute maid juice drinks, vita flavoured milk kinley packaged drinking water, Schweppes tonics and mixers, Georgia (coffee) tea and coffee, fuze iced tea a range of sparkling beverages (apart from the global brands like coca cola Fanta and sprite this includes local brands Thums Up and limca)

## **LITERATURE REVIEW**

- 1) Davina Madhavisathan, Rooma Roshnee Ramsarn, Vanisha Oogarah Hanuman "Analysing the impact of advertising in the soft drinks market of Mauritius" This paper primarily analyse the degree impact of advertising has on consumers buying behaviour.

In the era of high degree of competitiveness, if there is one prerequisite to give businesses a competitive edge, it is the advertise effectively and efficiently.

- 2) Eva-Lena Anderson, Evelina Arvidson, Cecilie Lindstrom, “Coca cola or Pepsi that is the question” a study about different factors affecting consumer preference. Today advertising is a multi-billion industry, employing hundreds of thousands of people and upsetting billions of people lives worldwide.
- 3) Howard Thomas, “An analysis of the environment and competitive subtleties of management education”. The paper pursues to identify the key environmental services and competitive drivers manipulating the strategic management of a business school and to give direction about strategic choices as the business changes in the knowledge economy.
- 4) Jaya Prakash Pradhan it is found that strategic government policies were the main reason that transformed the status of the Indian pharmaceutical industry from a bare importer and distributor of drugs and pharmaceuticals to an innovation-driven cost-effective producer of quality drugs. India swells as one of the fast increasingly pharmaceutical industry in the world with growing trade savings and 98 exports.
- 5) Newbert stated. “The attainment of competitive advantage by a firm is a leading predictor of the accomplishment of strong organization performance.” In other words, if a company has identified their competitive advantage, they will use it as leverage to perform in the future. Therefore, Competitive Advantage is not Organization Performance.

## RESEARCH METHODOLOGY

<b>Research Methodology</b>	Descriptive research
<b>Sample Techniques</b>	Probability
<b>Sample Method</b>	Simple random sampling
<b>Sample Size</b>	100 retailers (Bunts hostel route 25, Kuloor route 25, K S rao route 25, Baikampady route 25.
<b>Sample Instrument</b>	Structured questionnaire
<b>Sample Unit</b>	Retailers of Coca Cola in Mangalore city

## OBJECTIVES OF THE STUDY

- To study the market effectiveness of competitors products.
- To analyse various factors influencing retailer behaviour on consumer consumption of juice.

- To understand the impact of brand positioning.
- To recommend future course of changes to be incorporated by coca cola

### LIMITATION OF THE STUDY

- Present Survey is conducted in Mangalore city only.
- There is only 100 respondent are been taken for the survey.
- Information given by the respondents may be biased.
- Time was main constraint in collecting data

### DATA ANALYSIS AND INTERPRETATION

Table: 1 Demographic Profile

Variables	Option	No of respondents	%
Gender	Male	93	93
	Female	7	7
Age	Below 30	13	13
	31-40	38	38
	41-50	28	28
	50 & above	21	21
Annual income	Below Rs 2 lakh	30	30
	Rs 2 to 3 lakh	34	34
	Rs 3 to 4 lakh	15	15
	Rs 4 lakh and above	21	21
Qualification	SSLC	50	50
	PUC	31	31
	U G	14	14
	PG and above	5	5
Associated with coca cola	1-4 years	16	16
	5-8 years	38	38
	10 and above	46	46
	Not associated	0	0

#### Interpretation:

Gender:

From the above table it shows 93 respondents (retailers) are male, and 7 respondents (retailers) are female.

Age:

From the above table it shows 38 respondents (retailers) comes between 31-40 ages for 41-50 28 respondents for 50 and above 21 respondents for below 30, 13 respondents mentioned.

Annual income:

From the above table it is observed that for Rs 2 to 3 lakh 34 respondents mentioned for Below Rs 2 lakh 30 respondents mentioned for Rs 4 lakh and above 21 respondents for Rs 3 to 4 lakh 15 respondents mentioned.

Qualification:

From the above table it shows for SSLC 50 respondents mentioned for PUC 31 respondents mentioned for UG 14 respondents mentioned for PG and above 5 respondents mentioned.

Associated with coca cola:

From the above table it shows for 10 and above 46 respondents mentioned for 5-8 years 38 respondents for 1-4 years 16 respondents mentioned for not associated 00 respondents mentioned.

**Table: 2 Which Juice Company Offers High Profit Margin**

Variables	No of respondents	Percentage %
Coca cola	21	21
Pepsi	05	05
Real	00	00
Local brands	66	66
All of the above	08	08
Total	100	100

(Source: primary data)

**Interpretation:** The majority of the respondents have mentioned that local brands offers high profit margin with the 66 respondents and coca cola offers second highest profit margins because compare to the local brands coca cola juice products have more good quality, clean packaging, and brand image than local juice products. But coca cola offers various schemes on their juice products.

**Table: 3 which juice company product sells the most in your outlet?**

Variables	No of respondents	Percentage %
Coca cola	52	52
Pepsi	07	07
Real	00	00
Local brands	15	15
All of the above	26	26
Total	100	100

(Source: primary data)

**Interpretation:** From the above graph it is clear that coca cola juice products sells the most in the respondents outlets 52 respondents mentioned coca cola juice products because consumers prefer branded and quality juice products compare to other brands when it comes to brand and quality Coca-Cola juice products stand in the first preference of the consumers.

**Table: 4 Rank the juice product. (Rank accordingly, 1 is highest 4is lowest)**

Variables	Rank				Answer	Rank
	1	2	3	4		
Coca cola	75	24	0	1	1.27	1
Pepsi	26	55	14	05	1.98	2
Real	03	14	57	26	3.06	4
Local brands	26	45	08	21	2.20	3

(Source: primary data)

**Interpretation:** From the above analysis it can be interpreted that Majority of the respondent mentioned coca cola as a 1<sup>st</sup> rank because of the commitment to deliver the juice products on the time and maintaining the good quality of the juice products and tastes.

**Table: 5 what influences you would prefer while choosing juice flavour?  
(Rank accordingly, 1 is highest 7 is lowest)**

Variables	Rank							Answer	Rank
	1	2	3	4	5	6	7		
Taste	85	14	1	0	0	0	0	1.16	1
Availability	33	47	17	2	1	0	0	1.91	5
Customer loyalty	4	19	44	20	9	3	1	3.24	7
Brand image	74	13	5	3	2	6	1	1.56	3
Price	75	18	5	0	0	0	1	1.34	2
Advertisement	37	32	25	6	1	0	0	2.02	6
Nutritional value	66	23	5	5	0	1	0	1.75	4

(Source: primary data)

**Interpretation:** From the above analysis it is clear that most of the respondents prefer taste while choosing juice flavours by giving 1<sup>st</sup> rank to taste when it comes to buying juice products taste is the most important aspect. For customer loyalty respondents given the 7<sup>th</sup> rank while choosing juice flavours respondents found that it is least preference of their customers.

**Table: 6 please select the important thing you consider when buying a fruit juices? (Rank accordingly, (SA=highest, SDA=lowest)**

Variables	Rank					Ans	Rank
	1	2	3	4	5		
Product must be quality	80	18	1	1	0	1.23	1
Product must be economical	51	42	6	1	0	1.57	2
Place must be near to buy	10	39	42	7	2	2.52	3
Should promote well so as consumer get awareness	4	17	53	17	9	3.1	4

(Source: primary data)

**Interpretation:** From the above analysis it can be interpreted that majority of the respondents said that product must be quality by giving it the 1<sup>st</sup> rank mean (1.23). When it comes to buying the juice products every customer lookup the quality of the product and coca cola juice products maintains the good quality of the products. For 4<sup>th</sup> rank respondents mentioned should promote well so as consumer get awareness from the consumers point of view it is not an important thing.

**Table: 7 Does a festival impact on sales?**

Variables	No of respondents	Percentage %
Strongly agree	36	36
Agree	42	42
Neutral	16	16
Disagree	02	02
Strongly disagree	03	03
Total	100	100

(Source: primary data)

**Interpretation:** From the above analysis it can be interpreted that festival impacts on the sales of the juice products majority of the respondents mentioned Agree (42) strongly agree (36) in the festive

season to increase the sales of the juice products coca cola should offer more schemes and discounts to the retail outlets.

**Table: 8 which coca cola juice products sell the most?**

Variables	No of respondents	Percentage %
Minute maid flavours	25	25
Maaza	42	42
Both	33	33
Total	100	100

(Source: primary data)

**Interpretation:** From the above Analysis it can be interpreted 42 of the respondents sells maaza juice because in the area where the survey conducted many of the people prefer mango juice and maaza has a mango flavour and it comes in all packs like tetra packs 200ml RGB(glass bottles) PET bottles. For minute maid flavours 25 respondents reacted because minute maid flavour juice doesn't have the 200ml RGB (glass bottles).

**Table: 9 what packs size is fast moving?**

Variables	No of respondents	Percentage %
150ml tetra	06	06
200ml (RGB)	21	21
250ml (PET)	34	34
400ml to 600ml(PET)	23	23
1ltr & above (PET)	09	09
1 ltr tetra	07	07
Total	100	100

(Source: primary data)

**Interpretation:** From the above analysis it can be interpreted that 34 respondents said 250ml (PET) is fast moving because its price is reasonable and because it's plastic bottle consumer can carry it anywhere.

**Table: 10 which price point do you think sells the most?**

Variables	No of respondents	Percentage %
10rs per pc	17	17
15rs to 20rs per pc	53	53
25rs to 30rs per pc	05	05
All of the above	25	25
Total	100	100

(Source: primary data)

**Interpretation:** From the above graph it can be interpreted that 53 respondents mentioned retailers thinks 15rs to 20rs per pc price point sells the most because most of the customers prefer 200ml RGB (glass bottles) and 250ml PET( plastic bottles).

**Table: 11** which marketing strategy or scheme dramatically affects the sale of products?

Variables	No of respondents	Percentage %
Availability	26	26
Good advertising	07	07
Low price/ cost	55	55
Recommendations	6	6
Word of mouth	6	6
Total	100	100

(Source: primary data)

**Interpretation:** From the above analysis it can be interpreted that 42 respondents suggested that low price/cost marketing strategy affects the most in the sale of the juice products. In Mangalore city most of the consumers prefer local brands because of the price aspects locals brands offers low price compare to coca cola juice products.

**Table: 12** to what extent do you agree with each of the following statements? Please indicate your answer using the following table. (SA=highest, SDA=lowest)

Variables	Rank					Answer	Rank
	SA	A	N	DA	SDA		
Drinking juice gives me an energy boost	31	51	12	6	0	1.93	2
I drink juice because of my friends do	6	23	59	11	1	2.78	5
I drink juice because it is fashionable	4	17	42	34	3	3.15	7
Drinking juice relaxes me	16	60	13	11	0	2.19	3
I preferred aerated drinks to drinking juice	9	22	41	24	4	2.92	6
I drink juice for the taste	61	27	9	3	0	1.54	1
I prefer local brands of juice to imported ones	17	42	27	9	5	2.43	4

(Source: primary data)

**Interpretation:** From the above analysis it can be interpreted that respondents have given 1<sup>st</sup> rank mean (1.54) to the I drink juice for the taste when it comes to juice every consumer prefer taste over other things least respondents thinks that consumers drink juice because it is fashionable they drink for the taste.

### Suggestions

- Coca cola should continue their commitment towards fulfilling the retailer’s orders.
- Coca cola is more popular among public, can continue this pioneer keep up the existing services.
- Majority of the respondents prefer taste while buying juice products and hence coca cola should focus more on taste.
- Majority of the respondents consider quality over other aspects so coca cola should maintain the existing quality.



- In the festive season to increase the sales of the juice products coca cola should offer more schemes and discounts to the retail outlets.
- Manufacture 200ml (RGB) bottles for minute maid juice flavours should be given due importance.
- Keep the stocks of 250ml (pet) bottles because it's a fast moving packs.
- Majority of the respondents thinks 15rs to 20rs price point sells the most so Coca-Cola should always keep the stocks of 200ml (RGB) and 250ml (PET) bottles.
- Respondents suggested that low price as a new Pricing strategy affects the most in the sale of the juice products. In Mangalore city most of the consumers prefer local brands because of the price aspects locals brands offers low price compare to coca cola juice products.
- It's imperative for retailers to keep all the coca cola juice flavours in the stock while taking orders from the retailers.

## **CONCLUSION**

The demand for beverage is very huge all over the world. The Coca-Cola Company is having good brand image in the market for its quality, promotion and advertising. The coca cola is having more market share than competitors in beverage industry.

From my research, it was find out that Coca cola must continue their commitment towards fulfilling the retailer's orders. Retailers prefer lower prices by ensuring maintaining high quality. Taste is the primary factor for coca cola to examine various influencing factors for maximising Product sales among entrusted retailers.

Local brands are dominating the existing juice market in Mangalore city. Considering the fact for coca cola to dominate existing juice market. They must reconsider the way they conduct business by redefining marketing strategies.

That's a rough plan of Coca-Cola Company's strategy in India as it tries to outpace the global decline in consumption of sugary sodas. As consumers turn health conscious at a rapid clip even in emerging markets, Coca-Cola Company's task worldwide is now to sell a lot more than just well Coca-Cola. In India, its hunt for substitutes has led it to tap into a rich mood of what's known as "Ethnic drinks" traditional beverages brewed by grandmas in kitchens around the country using local spices and fruits.

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